

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

Claims 1 - 34           (Canceled)

35.   (Previously presented) A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

performing a verbal style analysis on the customer's request to identify a customer behavior for the customer, said verbal style analysis including performing an analysis with respect to at least one of a number of words used, and a method of contact;

categorizing the customer behavior into one of a plurality of behavioral groups; and

assigning the customer request to a service center associated with the identified customer behavior.

36.   (Previously presented) The method according to claim 35, the method further comprising:

receiving the customer request via an interactive voice response system.

37.   (Previously presented) The method according claim 35, the method further comprising:

receiving the customer request via an Internet connection.

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38. (Previously presented) The method according claim 35, the method further comprising:

receiving the customer request via telephone.

39. (Previously presented) A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

performing a verbal style analysis on the customer's request to identify a customer behavior for the customer, the verbal style analysis including performing an analysis of a number of words used;

categorizing the customer behavior into one of a plurality of behavioral groups; and

assigning the customer request to a service center associated with the identified customer behavior.

40. (Previously presented) The method according to claim 39, the method further comprising:

receiving the customer request via an interactive voice response system.

41. (Previously presented) The method according claim 39, the method further comprising:

received the customer request via an Internet connection.

42. (Previously presented) The method according claim 39, the method further comprising:

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receiving the customer request via telephone.

43. (Previously presented) The method according to claim 35, further comprising matching a result of the verbal style analysis to an appropriate model with the categorized group.

44. (Previously presented) The method according to claim 39, further comprising matching a result of the verbal style analysis to an appropriate model with the categorized group.

45. (Previously presented) A computer readable medium storing a program for identifying and categorizing customer goals for contacting a service center, comprising:

a receiving code segment that receives a customer request;

an analysis code segment that performs a verbal style analysis on the customer's request to identify a customer behavior for the customer, the verbal style analysis including performing an analysis of a number of words used;

a categorizing code segment that categorizes the customer behavior into one of a plurality of behavioral groups; and

an assignment code segment that assigns the customer request to a service center associated with the identified customer behavior.

46. (Previously presented) The medium according to claim 45, in which the receiving code segment receives the customer request via an interactive voice response system.

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47. (Previously presented) The medium according to claim 45, in which the receiving code segment receives the customer request via an Internet connection.

48. (Previously presented) The medium according to claim 45, in which the receiving code segment receives the customer request via telephone.

49. (Previously presented) The medium according to claim 45, further comprising a matching code segment that matches a result of the verbal style analysis to an appropriate model with the categorized group.